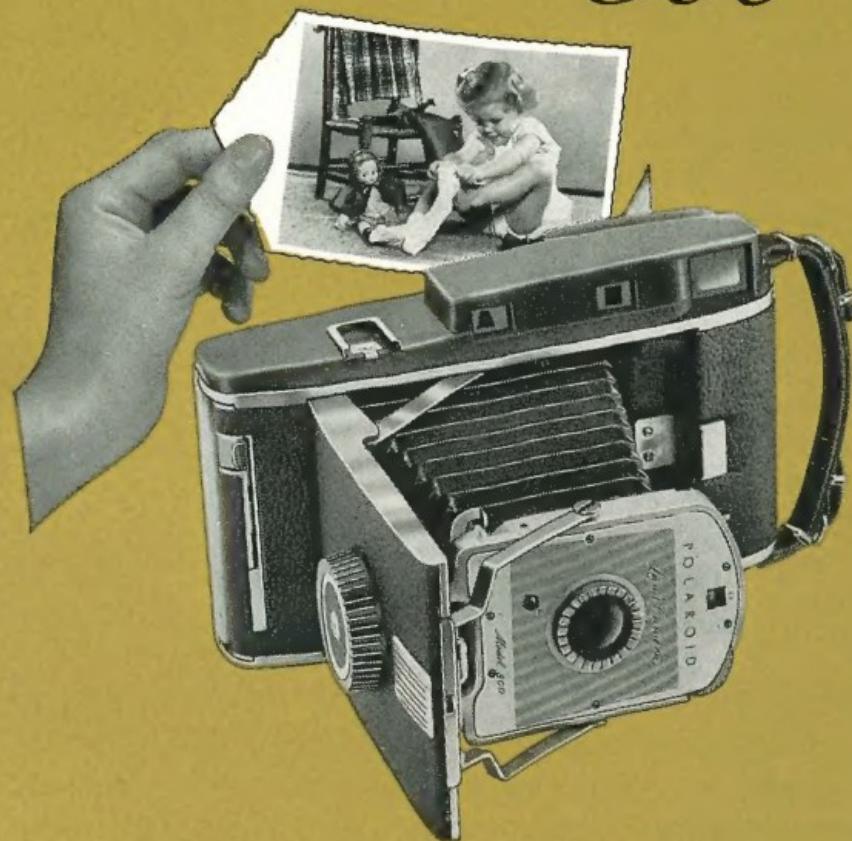


New

**POLAROID® Land
CAMERA** *The 800*



The Style and Quality
Leader of the Polaroid
Land Camera Line

Magnificent Pictures in 60 Seconds

The 800

THE STYLE and QUALITY LEADER of the POLAROID Land CAMERA LINE

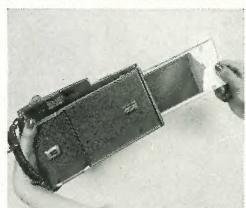
This is the camera that you'll carry with pride. Nothing has been spared to make it the unmistakable leader in the world's most popular camera family. It will give you the best pictures you've ever taken — and it will give them to you a minute after you click the shutter.

It has all the simplicity that made Polaroid Land Cameras famous. It loads with a dry picture roll — no chemicals to replenish, ever!

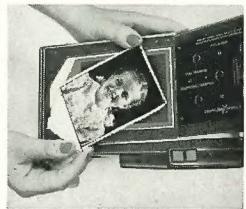
... Just snap the shutter. A single dial sets both shutter and lens for any lighting condition. No complicated f-stops or fractions.



... pull a tab. And that's literally all there is to it! When you pull the tab you start developing the print, and you also advance the picture roll for the next print. No keys to wind, no little red windows, no double exposures.



... lift out the finished print 60 seconds later. And what a picture! — sharp, clear, life-like with Polaroid's great new panchromatic picture rolls.

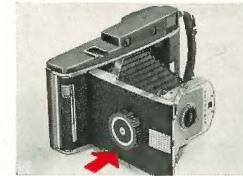


Be sure to ask about The 800 Presentation Set which includes Camera, Flash Gun and Bounce Flash Bracket at a special saving.

THESE ARE THE PREMIUM FEATURES THAT MAKE IT THE CAMERA YOU'LL WANT TO OWN:

Automatic rangefinder focusing

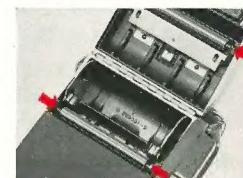
built-in, coupled to the lens. Just look through the range-finder, turn the knob until the image is sharp, and the camera is focused exactly.



Automatically aimed view-finder. Ingenious parallax-correcting system actually shifts the viewfinder system automatically as you aim the camera. You're always centered — no heads cut off!



Lifetime-Lubricated bearings in the heart of the camera. Rugged construction features like these make possible a 10 YEAR GUARANTEE.



And — specially selected chronometric shutter, with speeds controlled 4 times more closely than accepted industry standards.

Built-in electrical system for flash — no wires to plug in. Also wired for high-speed electronic flash.

Lifetime satin chrome finish on die-cast aluminum body. Handsome scuff-proof grained covering in conservative, tasteful color.

ALL THE COPIES YOU NEED
... A FULL LINE OF **accessories**



COPIES AND ENLARGEMENTS

Copies and enlargements are made directly from the originals. No longer do you have to file (and find!) negatives to make extra prints. Order through your dealer or direct from Polaroid. Same-size copies are 2 for 25 cents. Enlargements in handsome easel-mounted are 75 cents.



MASTER CASE #309

Handsome compartment case neatly designed to carry camera, all accessories, extra film and flash bulbs. Shoulder Case available.



EXPOSURE METER PR-23A

Just point the meter, read the number, set the camera shutter to the same number for perfect exposures. Clips to camera.



B.C. FLASH GUN #281

This modern battery-capacitor gun is color-matched to your camera. It features a separate diffusing filter, flash shield, built-in flash guide and trigger ejector for used bulbs. Polaroid Bounce Flash Bracket #291 available.



FILTER KIT #541

Three snap-on filters give exciting effects with clouds, scenery and reflections. Comes in handsome leather case.



CLOSE-UP KIT #540

Portraits, flower pictures, miniatures, photocopying made easy. Built-in measuring tape gives all necessary camera settings for pictures 6 inches to 36 inches away. In leather case.

YOU'LL GET BEAUTIFUL PRINTS LIKE THIS WITH *The 800*

With today's new Polaroid Land Picture Rolls the quality of the print is truly superb. Rich blacks, snowy whites and perfect rendering of all the tones in between. These new films are fast—able to take beautiful pictures in the poorest light. And today's pictures are just as permanent as conventional prints, thanks to the tiny Print Coater packed with each roll of film. The picture below is the actual size of the print you lift out of The 800 — it's $3\frac{1}{4} \times 4\frac{1}{4}$, almost postcard size.



AN IMPORTANT PLUS!

Slides Made On-the-Spot with *The 800*

Simply load the Camera with the new Polaroid Land Transparency Film. Click the shutter, pull a tab and instead of a paper print, you lift out a transparency of exceptional photographic quality. It's ready to project 20 seconds later, after a quick hardening and mounting in a snap-together plastic mount.

Such on-the-spot slides will make your job easier whenever you have to go before a group and need some key pictures to make sure your story gets across.

Ask for additional literature with more detailed information about this new kind of photography.



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Land Camera Line

POLAROID CORPORATION, CAMBRIDGE 39, MASSACHUSETTS
FI917 SM

Printed in U.S.A.

Magnificent Pictures in 60 Seconds